



STEPS TO SUCCESS

1 CHOOSE YOUR ACTIVITIES

Check out the fundraising ideas in this toolkit for inspiration or come up with your own creative concept. Choose an idea that you think will work best or mix and match a few options to give everyone different ways to get involved. You can even have a Wish WeekSM with a different activity each day! Many schools often combine these efforts with an existing activity, such as homecoming, field day or spirit week. Just make sure to get your activities approved by school/group leaders before moving forward.

HELPFUL TIP

Think about past fundraisers and events your school/group has held. What was successful? What was lots of fun? Instead of coming up with a new activity, you can also do something you've done in the past with a Make-A-Wish twist!

2 SHARE YOUR PLANS WITH YOUR LOCAL MAKE-A-WISH TEAM

We can't wait to hear your activity ideas! Share them with us as soon as possible, using the fundraising forms at the end of this toolkit, and in return, you will be assigned a Make-A-Wish support team, who will send other helpful program materials and reach out via telephone to answer any questions. Forms can be mailed to Make-A-Wish Wisconsin, 11020 W Plank Ct, Suite 200, Wauwatosa, WI 53226, emailed to Kelsey Rice at krice@wisconsin.wish.org or filled out online at kidsforwishkids.com.

3 SET A GOAL

A goal can only be reached if it's been set! Use our goal-setting grid on Page 9 to help with this. Then share your fundraising goal with everyone involved and challenge them to meet it – or beat it! On average, schools raise about \$10 per student. Consider adding fun individual, class/grade and/or school-wide incentives to help drive up your fundraising success.

4 PLAN THE ACTIVITIES

Now, it's time to get to work! Recruit a team to help you and divide the work between everyone. Create a detailed "to do" list using the questions below and the worksheet on Pages 8 and 9 as a starting point:

- Where and when will our fundraiser(s) take place?
- Do we have approval for these activities/dates?
- What type of donations will we ask for and what is our collection plan for the funds?
- What supplies and facilities will we need for our fundraiser?
- Will there be any expenses? What items could be donated from students, staff and the community to off-set expenses?
- **Before contacting local businesses for donations, please connect with your Make-A-Wish support team.**
- How many people will we need to help run our fundraiser and what adult assistance will we need?
- What opportunities are available to promote our fundraiser within our school, group and community? Will we have an opening and/or closing assembly and if so, when will it take place?
- What assistance will we need from Make-A-Wish to help make our fundraiser a success?

HELPFUL TIP

Timing is everything! When possible, schedule your fundraising activities at times that allow every student, teacher and staff person to attend. Be aware that other school happenings – holiday breaks, standardized testing, other fundraising campaigns, etc. – should be taken into consideration when selecting your dates.



STEPS TO SUCCESS (CONT.)

5 PROMOTE THE ACTIVITIES

One of the keys to a successful fundraising activity is making sure people know about it! There are many easy ways to spread the word and make an impact. Hold an opening assembly to build excitement and share important details. Hang posters, flyers and banners (provided by Make-A-Wish) to make sure everyone knows about this important cause and how they can help. Use social media and morning announcements as easy, fun ways to keep the momentum going throughout the campaign. Make a personal ask to friends and family to encourage them to get involved and ask them to do the same.



HELPFUL TIP

Take your efforts online! For tracking purposes, Make-A-Wish will register your school/group via our Wish Your Way™ online fundraising platform and provide you with a custom URL. Whether near or far, friends and family want to help. Give them the opportunity to show their support online and encourage students to create their own secure personal fundraising pages. You can also add your unique URL to your school/group website – it's a great way to get visitors to check out your Wish Your Way site and donate!

6 HOST AN AMAZING ACTIVITY

The hard work has paid off and event day is here. Enjoy and have fun! These tips will help ensure things run smoothly:

- For large activities, utilize volunteers to spread the workload. After all, many hands make light work!
- Say cheese! Photograph the festivities so everyone can remember your amazing event. Photos may also come in handy when planning or promoting next year's event.
- Say thank you often! Thank your volunteers, donors and any parents who are involved.

7 POST-EVENT WRAP UP

Congratulations! Well done! Thank you!
Just a few more things to do...

- Complete the Kids For Wish Kids Wrap-up Form and return it along with all funds collected to the Make-A-Wish office within 30 days of the completion of your event.
- Send thank-you notes to donors and volunteers.
- Publicize fundraising results in your school newspaper, community newspaper, on social media sites, etc.; celebrate your success!